

One Price in Print, Another in Practice

INSTALMENT STORES' DISCOUNTS FOR CASH, TIME, TEACHERS AND "SUCKERS"

Whether the Lure Is Window-Bait or Pictures, the Procedure Is the Same, Though the Profits Vary, Upward—Try to Take Advantage of Their Offers and They Will Take Advantage of You

By SAMUEL HOPKINS ADAMS

The scene is an instalment furniture store. Two shoppers are patiently examining article after article in the hope of finding something which they can buy at a reasonable price.

"But here's the picture," protests one of the shoppers. "This is the buffet. It's priced \$17.50. And now you ask \$50 for it. How can you do that?"

His answer comes, inspired with all the cynicism of a trade which is built upon the false hopes of dupes.

"The picture? What do I care about the picture! I ain't selling you the picture. I'm selling you the buffet."

That is one of those flashes from within a transaction which illuminates a whole system of trade. It sets forth the vital principle of the crooked furniture instalment houses which prey upon the poor.

Both kinds of bait for the buying public, the window display and the wider lure of attractive pictures and prices in print, are employed by Piser & Co., who do an instalment trade at 150th St. and 3d Avenue.

The Attorney General said that the first government agent introduced another man in the government service to Mrs. Wheelon.

"Now, I'll tell you what I'll do for you," he offered, with intensive cultivation of the objective pronoun.

"Is that the best you can do?" inquired the prospective purchaser. "A friend of mine from Hoboken sent me here and she said you gave her big reductions."

"Sure. We always do. What's her name?" "Mrs. Muncie."

"I know her. I sold her the goods." This was interesting, if true, because Mrs. Muncie had been manufactured for the occasion out of thin air and the moment's inspiration.

"Wasn't there something in the Home News about a \$6.98 bed?"

"That's right. I'll show it to you."

Off he started, looking back over his shoulder to indicate that we were to follow him. We neglected to take the hint. Instead, we stood pat.

"Here we are!" he exclaimed, with a gallant effort at the "Eureka" tone. "That's the one!"

"At \$6.98?"

"Cor-rect. The best buy in the house."

Having thus selected our bed, under forced pressure, as it were, we returned to the matter of the mattress, only to find that it had been hit with appalling suddenness by the high cost of living.

Did we get it? We did not. Instead we got an appropriately colored pale-pink slip of paper acknowledging that Piser & Co. had received \$6.98 from us, without further specification.

They elected to send the bed. And they could well afford to. When it arrived and we compared it at leisure with the "massive" illustration in the Home News, the result was as in the picture below.

Our purchase was "massive"—like a pin! Otherwise it was massive only in asking price. At \$12.00, which, it must be remembered, was the price demanded for the bed until the ruthless purchasers pinned the fluttering salesman down to the advertisement, there would have been a super-profit of nearly 90%. As it was,

(Continued on page 14)

POISON AWAITED LLOYD GEORGE

Crown's Attorney Describes Toxic Darts in Plot to Kill Premier

OFFICER POSED AS ACCOMPLICE

Suffragists Gave Him Vials of Venom, Prosecution Charges at Trial

Derby, England, Feb. 3.—Poisoned darts, coated with a preparation of hydrochloride, strychnine and "curere," an American Indian venom, were to be shot at Premier Lloyd George while he played golf on Walton Heath, Attorney General Sir Frederick E. Smith declared in the Guildhall to-day in opening the case of the Crown against Mrs. Alice Wheelon, her two daughters, Miss Ann Wheelon and Mrs. Alfred Mason, and her son-in-law, Alfred Mason, accused of conspiracy to murder the Premier and Arthur Henderson, his chief support in the War Council.

Rumors of the sensational nature of the evidence brought a crowd which overflowed the Guildhall. Those who gained admission were astonished at the completeness of the evidence gathered. Mrs. Wheelon apparently made a confidant of a King's officer employed to penetrate the plot, and at the beginning of the year she was persuaded to turn over four vials of the poison, each of which she said, contained enough "to kill five hundred."

The conspirators, in association with a group of suffragists, declared the Prosecutor, had already spent \$1,500 in attempts on the life of Lloyd George, as well as that of Reginald McKenna, former Chancellor of the Exchequer. Mrs. Wheelon naively suggested to the detectives that a poisoned nail be driven into the Premier's boot, or a poisoned pin be stuck through his hat.

The Attorney General referred to the prisoners as desperate, dangerous people, bitterly hostile to the country. They were, he declared, shelters of fugitives from the army, who were doing their best to injure Great Britain in her present crisis. The prisoner Mason, he said, was an able chemist, who had made a special study of poisons.

Both the Premier and Mr. Henderson were to be killed by means of poison, the Attorney General charged, contained in tubes sent from Southampton to Derby and handed by Mrs. Wheelon to an agent, employed by the military authorities, and who had ingratiated himself into her good favor.

The Attorney General said that the first government agent introduced another man in the government service to Mrs. Wheelon. "These two men," he continued, "called upon Mrs. Wheelon on January 1, but she announced that the poison which was to be turned over to them was not ready."

SPEEDS RETURN OF STATE TROOPS FROM THE BORDER

United States May Use Guardsmen at Eastern Military Depots

El Paso, Tex., Feb. 3.—An order received at military headquarters to-day, speeding up the departure of the 6th Pennsylvania Infantry by ten days, is taken here by military officers to mean the state troops will be used at Eastern military depots because of the crisis with Germany.

This regiment will leave the 6th instead of the 16th of this month. A Deming, N. M., dispatch states that it is reported that the 1st Arkansas Infantry, which left for the state camp yesterday, will be diverted to San Antonio.

"I know her. I sold her the goods." This was interesting, if true, because Mrs. Muncie had been manufactured for the occasion out of thin air and the moment's inspiration.

Even with the backing of the imaginary lady from Hoboken, however, the price of the bed (advertised at \$6.98) stuck at \$12.00. That is, until one of us asked casually:

"Wasn't there something in the Home News about a \$6.98 bed?"

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BOLLING PARTNER CONFESSES LEAK

J. Fred Essary, Reporter and Broker, Testifies He Gave Out Information

PRICE ALSO ADMITS HE SENT MESSAGES

Bolling, in Tears, Begged Vindication of Mrs. Wilson, Says Operator

Washington, Feb. 3.—Two Washington newspapermen, J. Fred Essary, head of "The Baltimore Sun" bureau, and W. W. Price, White House correspondent of "The Washington Star," admitted at the "leak" inquiry to-day that on December 20 last they supplied advance forecasts of President Wilson's peace note of December 21, which eventually found their way to the office of E. F. Hutton & Co., New York brokers.

Essary, a Washington broker and partner of R. W. Bolling, a brother-in-law of President Wilson, said it was without financial gain that he prepared the telegram Connolly previously had testified he wrote and sent to the Hutton house over his private wire. Such information as the message contained Essary said he gained from conversations with other newspapermen and deductions he made from the knowledge of the international situation. He added that he was not one of the group of correspondents confidentially advised by Secretary Lansing that the note was coming.

Price testified that he sent two messages to Chicago brokers—Frederick A. Aldrich and Finley, Barrel & Co.—telling them he understood Secretary Lansing was about to issue a "statement" regarding peace. He said he was regularly employed to furnish such information. Both went to the same address as that of Clemens, Curtis & Co., brokers, Chicago, and less than an hour later a message, signed "Clemens," and using much of Price's language, was received by the Hutton offices in New York.

Price insisted that his messages were based on information he had received from other reporters, which he did not consider confidential, and his own interpretation of the situation. A story Mrs. Ruth Thomson Visconti told Thomas W. Lawson, alleging Price was the go-between for Secretary Tamm and others in certain Wall Street deals during the "leak" period brought Price to the hearing weeks ago.

George A. Ellis, jr., a member of the Hutton firm, supplemented the testimony of both Essary and Price. He wrote the "warning" message, sent broadcast to Hutton correspondents, which he based, it now develops, on Essary's information.

With tears in his eyes, Edwin A. Roper, telegraph operator for Connolly, to whom Essary handed the forecast of the note, told to-day how Bolling had pleaded with him to tell the truth and set him right before the country. Bolling did not know the source of the note, he said, until within a few days.

"For two weeks," said Roper, "Bolling was in tears. He said the public looked at him as though his sister had violated the confidence of the President. I have been wanting, to come here, but I did not want to put Essary in wrong. Several times I started, but I turned back. Then yesterday Bolling implored me again to come up and tell the truth. You subpoenaed me, and here I am. When I left the office to-day Bolling said, 'God bless you!'"

Essary testified that he had known Connolly for years, had an office near him in a downtown building and was trying to help him all he could by giving him his opinions of public matters which might interest him.

The committee will continue its investigation on Monday. With the information obtained to-day, future hearings in New York seem doubtful.

REINSTATEMENT.—Columbus Circle, 48th St. Special Table of Hotel DuRoi, 12-30.

THE GOLDEN GLADES (4TH FLOOR) SEE "THE DEVIL ON ICE" The Devil is a gentleman, Mephistophelian red. You'd love to see him—and you can. On earth, before you're dead. Incredible though it may seem, On glittering, shining blades, Each joyous night, he brings delight, At Healy's Golden Glades. All New York Is Agog About the Golden Glades. Thomas Healy's Broadway 66 & 67 St. N.Y.

Project Your Thoughts a few hours ahead to dinner time. Visualize yourself comfortably seated at a table at Shanley's—music—laughter—good fellowship! Why not? Tonight's the night. Enjoy, as every one does, the special concert of twenty numbers—from seven to one. Drop in for luncheon—make it a point—seven courses—75c (Music) From 12 to 2:30 P. M. SHANLEY'S Broadway 43rd to 44th St.

Every Day You Discover Another Reason Why You Like to Shop Here

HEARN

Fourteenth Street West of Fifth Avenue

Sharp Reductions—in—Sale Departments

DRESSMAKERS' SALE (A SALE FOR ALL) LAST WEEK DEPARTMENTS: SILKS DRESS GOODS LININGS, TRIMMINGS LACES, NETS EMBROIDERIES RIBBONS NOTIONS DRESS FORMS SHEARS WASH DRESS FABRICS CHIFFONS WHITE GOODS

These Savings on Simple Necessities Soon Save Dollars

DRESS GOODS VALUES FOR DRESSMAKERS' SALE 54-inch FRENCH SERGES—our reg. \$1.39 quality—Sale 1.11 All wool novelty stripes—navy ground with small color combinations of green with blue or brown. 48-inch All Wool Checks—Plain and novelty styles—stripes, checks, plaids—black and white and gray and white—newest weaves for separate skirts or suits—our reg. \$1.39—Sale 1.05 Soleils and Pranellas—40-inch—all wool—soft, lustrous fabrics in following attractive color assortment—Tape, cadet, Seal, Tan, Regain blue, Myrtle, Cadet, Hares, Navy, Black—Regularly \$1.09—Sale .84 40-inch All Wool Poplins—small, raised, corded weaves—most desirable for the new Spring dresses—taupe, mouse, leaf green, rose, Copenhagen, hussar blue, brown, burgundy, wistaria, plum, garnet, navy, black—our reg. \$1.19—Sale .92 All Wool French Serges—48-inch—fine twill—taupe, brown, myrtle, navy and black—our reg. \$1.39—Sale 1.11

54 inch All Wool Velour—our reg. \$2.49 quality—Sale 1.87 Soft, close, raised nap—season's newest fabric—chartruse, old rose, salmon, emerald, gray, bluebell, Copenhagen, African brown, myrtle, Burgundy, navy and black.

WASH GOODS DRESSMAKERS' SALE VALUES Silk Mixed Pongees—35-inch—value .39—Sale .31 Fine, lustrous quality, in smartest shades for day or evening—also black—exceptionally wide variety.

36 and 38 Inch Floral Voiles—reg. 24 and 27—Sale .20 Attractive Allovers in floral designs, as well as Japanese patterns, stripes, checks and wide variety of color combinations.

35-inch Silk Mixed Novelties—44 and 49 ct. qualities—Sale .34 Street and evening shades in exhaustive variety, all with brocade designs in self tonings—large and small effects.

Silk Mixed Marquisette—49 ct. quality—Dressmakers' Sale .30 Prettiest designs imaginable—most distinctive florals, plaids, stripes, bars, etc.—35 inches wide—make up into most charming Summer frocks.

Cluny Laces—widths suitable for dresses, underwear, dollies, curtains and all kinds of fancy work—usually 12 1/2—Sale 8 1/2

Cluny Laces—variety of patterns, suitable for dresses, lingerie, blouses, dresses and lingerie—these laces are extremely scarce—reg. 24—Sale .17

Val. Laces—12 yds. to pc.—full assortment of best patterns—for dresses, underwear, infants' wear, etc.—our reg. 39—Sale .33

Brussels Net—double width—white, flesh and black—extensively used for sashes, pletings, waists and gowns—our reg. 69—Sale .55

45-inch Organdies—for blouses or frocks—reg. 35—Dressmakers' Sale .34

Plain and Embroidered Voiles—69 ct. quality—Dressmakers' Sale .57

36-inch Mercerized Poplins—usually 39—Dressmakers' Sale .32

45-inch Imported Lingerie Batistes—reg. 69—Dressmakers' Sale .50

40-inch Skirting Gabardines—reg. 69—Dressmakers' Sale .47

Blanket Values White Wool Mixed Blankets—contrasting pink or blue borders—full size—reg. 65—Sale 4.95

Eiderdown Finish—white, tan, gray—contrast borders—1/4 size—reg. 2.98—Sale 2.49

Baby Blankets—Jacquard Eiderdown—plain pink or blue also white with contrast borders—reg. \$1.69—Sale 1.47

Silk Embroidered Flannels—hemstitched and scalloped—exceptional assortment of new designs—our reg. 98—Special .74

DRESSMAKING SCHOOL Where?—Hearn's, on the Fourth Floor. Time?—Daily—5 sessions of an hour and a half each. Cost?—Only Three Dollars for Six Lessons. Teacher?—An expert from the New York School of Dressmaking. Begins?—Any hour you prefer. Further Particulars—Apply at the Pattern Department—Main Floor.

Special Purchase Men's Shirts

BATES-STREET TRADE SHIRT CO. NEW YORK 220 FIFTH AVENUE Discontinued numbers of above well-known Shirts—fine white fabrics—1/2 and 3/4 inch pleated fronts—or box pleats—attached cuffs—some are slightly yellowed that one washing will remove—these are the genuine Bates-Street Shirts that retail for \$1.50—because of Special Purchase: 77 cts. Sizes 13 1/2 to 18 inch. ALSO, IN MEN'S SECTION: Men's Blue Flannel Shirts—all wool—regulation firemen's—with and without separate collars—double breast—were \$3.98 and \$4.49—Sale 3.65 Men's Silk Neckwear—open ends—regular 49 and 69 ct. Ties—Sale .39 Blue Flannel Shirts—Single and double breast—reduced to—Sale 1.50 Men's Domest Pajamas—heavy nap—pink, blue or gray stripes—frogs well made—Special 1.22 Men's Silk Neckwear—open ends—regular 49 and 69 ct. Ties—Sale .39 Men's Suspenders—49 ct. kind—Sale .38

CLARK'S COTTON and DRESSMAKERS' NOTIONS for Dressmakers' Sale. Clark's O. N. T. Cotton—Black and White—Special .44 Best Numbers. Limit, Two doz.—No Mail or Telephone Order. ALSO:—Rasting Cotton—doz—Reg. Sale .54 .42 Sewing Silk—Black—doz—Reg. Sale .21 .15 Black-100-yd. spools—doz—Reg. Sale .65 .47 Sewing Silk—Black—doz—Reg. Sale .65 .47 Colors—50-yd. spools—doz—Reg. Sale .58 .25 Hooks with invisible Eyes—gross—Reg. Sale .20 .15 Seam Binding—piece—Reg. Sale .15 .12 Dress Shields—dble cov'd and Silk—12 1/2—Reg. Sale .15 .10 Adjustable Garment Shields—24—Dressmakers' Pins—15 and 17—Wide Roll Tape—24-yd. pc.—14 1/2 Inside Dress Belting—1 1/2 to 2 1/2-in. 10-yd. pcs.—50 to 100 Machine and Sewing Needles—reg. 5 ct. paper—3 papers—10 Skirt Makers—heavy base—23 .18

Sale Specials in Dress Forms: Jersey Covered Bust Forms—reg. 98—Sale .85 Kumpkt Collapsible Forms—sizes 34 to 44—reg. \$2.98—Sale 2.45 Acme Adjustable Dress Forms—4 sections—reg. \$4.89—Sale 4.17 Special 8-Section Dress Forms—Hall-Berchert make—Telescopic—reg. \$7.89—Sale 6.45

LININGS Values for Dressmakers' Sale: Percales—Sateens—Satin—to Spring Sewing. 36-inch Percales—good assortment of all desirable shades, also white and black—Sale .15

Yard-wide Moire Percales—silk finish—black, white and fine assortment of best shades—our reg. 29—Sale .24

Mercerized Lining Sateens—satin lustre—staple and smart spring shades for linings and petticoats—our reg. 32—Sale .25

Yard-wide Lining Satins—Spring weight—extra fine—ivory, Copenhagen, green, rose, amethyst, gold, tan, various greys and black—our reg. \$1.19—Sale .84

WHITE DRESS LINENS At Dressmakers' Sale Prices. 90-inch White Dress Linens—for suits, Summer frocks or bedspreads—our reg. \$1.98—Sale 1.60

36-inch Lightweight Quality Linen—splendid blouse materials—our reg. 49—Sale .37

THESE DRESS LINENS ON MAIN FLOOR TOWELING SECTION

EMBROIDERIES Values for Dressmakers' Sale: 26 and 40 inch Flouncings of Swiss, Voile and Organdy—daintiest patterns, also ruffled styles—usually 49 and 59 ct. Sale .44

Flouncings and Corset Coverings—variety of attractive new patterns on Swiss or Nainsook—29 ct. values—Sale .21

Trimming Embroideries—Edges, Inserts and Headings—Cambric, Nainsook or Swiss—12 1/2 ct. goods—Sale .9

Edgings, Inserts and Headings—neat or showy patterns—10 ct. values—Sale .75

Dressmakers' Sale TRIMMINGS EDGINGS—BUTTONS—BRAIDS

All at the following Sale Prices: Bandings and Edgings of Jet Opal cent, Persian and Pearl, also Metal Laces—reg. 39—Sale .18 reg. 59—Sale .25 reg. 79—Sale .47

Buttons—Ivory, Celluloid, Pearl and Colored Novelties—trimming and coat sizes—reg. 12 to 19—Sale .75

Soutache Braids—12-yd. pieces—large assortment of all desirable shades, also white, black—reg. 20 piece—Sale .14

Heavy Silk Tassels—4 inches long—full ruche heading—black and colors—our reg. 19—Sale .15

SCISSORS and SHEARS You Can't Go Far in a Dressmaker's Sale Without These Special Values: Rodgers' Sheffield Scissors—well known make—reg. \$1.39—Sale 1.05 Steel Shears—Griffin make—9 inch—for tailors and dressmakers—reg. 98—Sale .77

H. Boker & Co.'s fine steel Shears—nickel finish—reg. 98—Sale .85